

FIG. 1

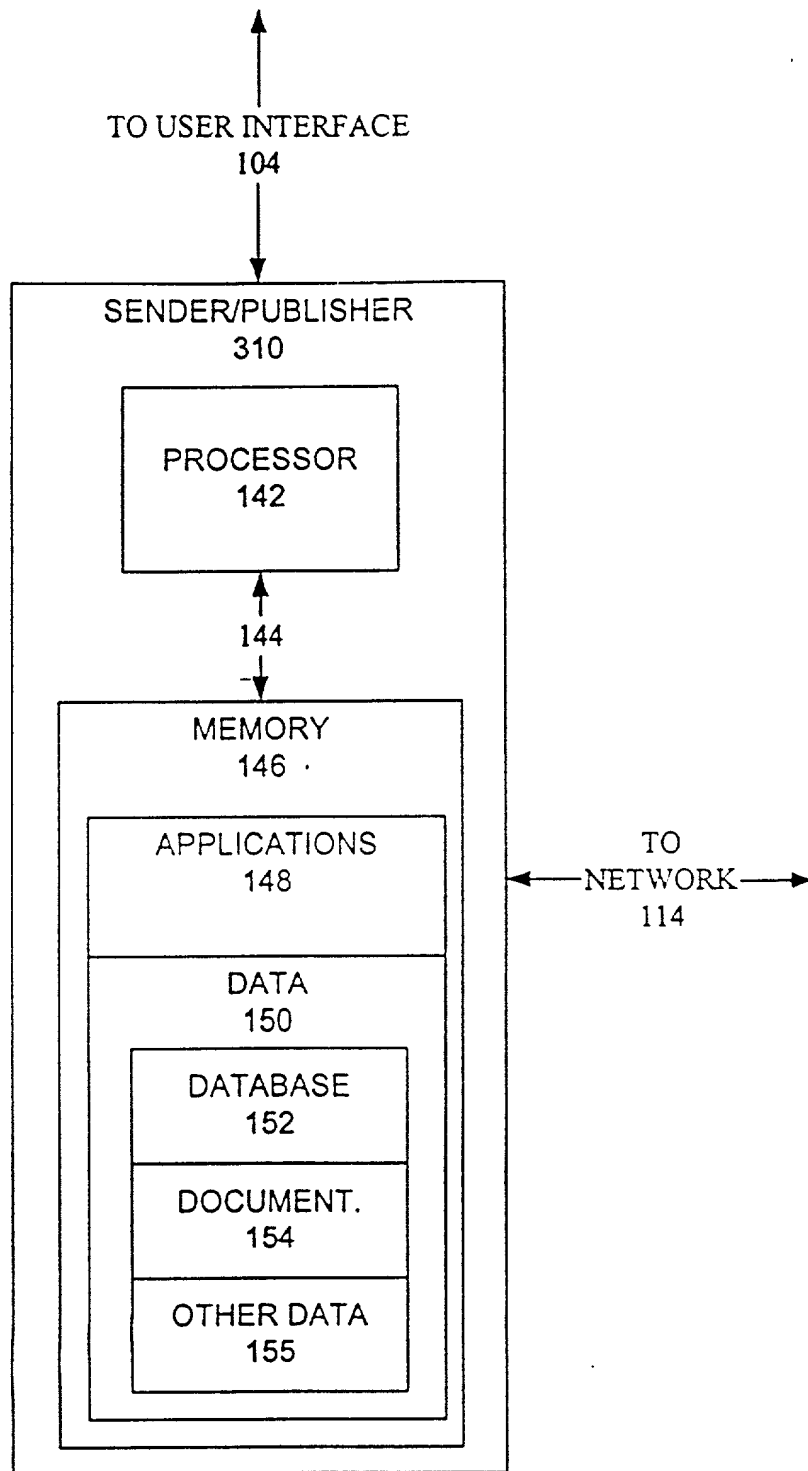


FIG. 2

400 → STORYTELLER ID = ECOUPON5  
402 → PRODUCT VIDEO = BOOKRETAILER.COM\PROMO24\ISBN12980.MPG  
404 → PRODUCT PICTURE100DPI = BOOKRETAILER.COM\PROMO24\ISBNL2980 100DPI.JPG  
406 → PRODUCT PICTURE200DPI = BOOKRETAILER.COM\PROMO24\ISBNL2980 200DPI.JPG  
408 → PRODUCT AUDIO ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 ENG.WAV  
410 → PRODUCT AUDIO SPANISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 SPAN.WAV  
412 → PRODUCT TEXT ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 ENG.WAV  
414 → PRODUCT TEXT MANDARIN = BOOKRETAILER.COM\PROMO24\ISBNL2980 SPAN.UNI  
416 → OFFER TEXT ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER ENG.TXT  
418 → OFFER TEXT SPANISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER SPAN.TXT  
420 → PRODUCT SKU = 98374822  
422 → FULFILLMENT SERVER URL = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER ENG.TXT  
424 → FIRSTNAME = DAVE  
426 → EMAIL ADDRESS = DAVESAXBY@HOME.COM  
428 → CUSTOMER ID = 29604830  
430 → MASTER DATABASE ID = BOOKRETAILER ECOUPON PROMOTION 24

FIG. 3

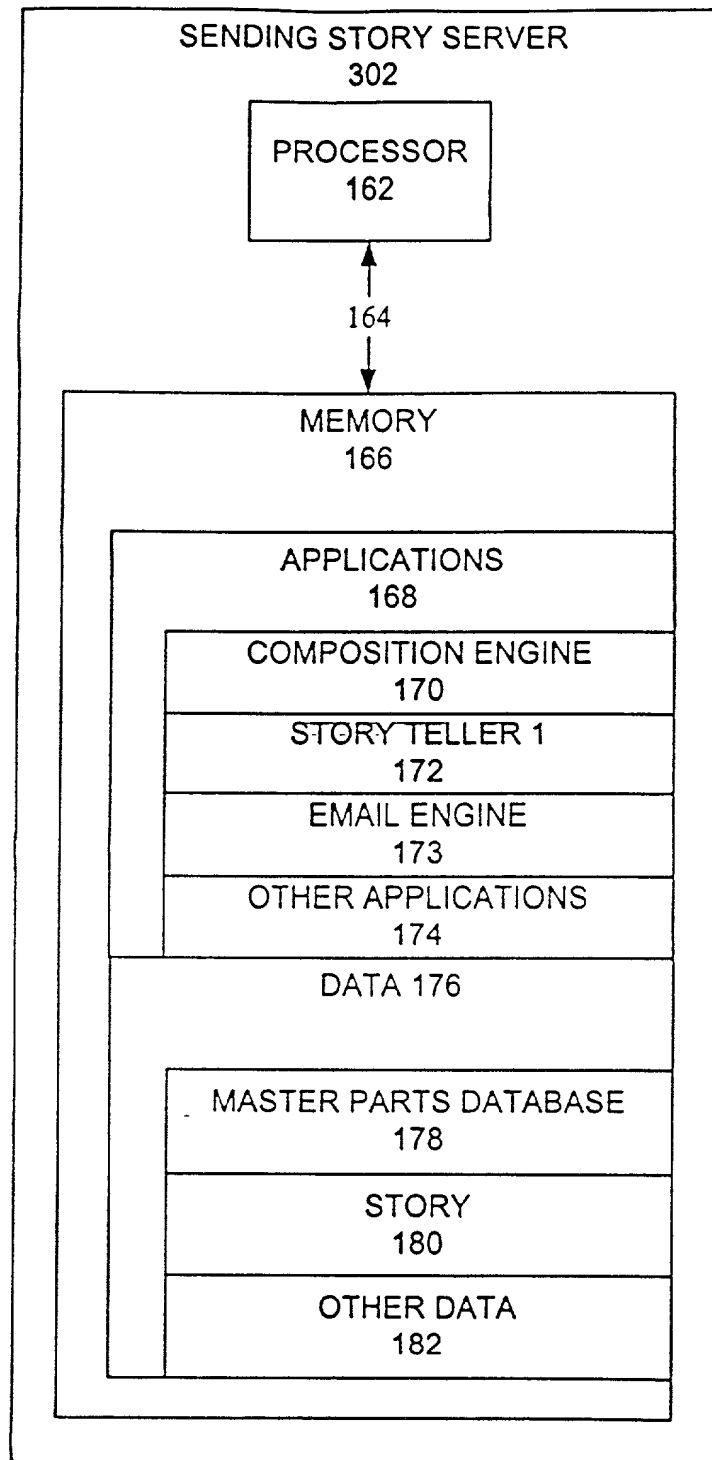


FIG. 4

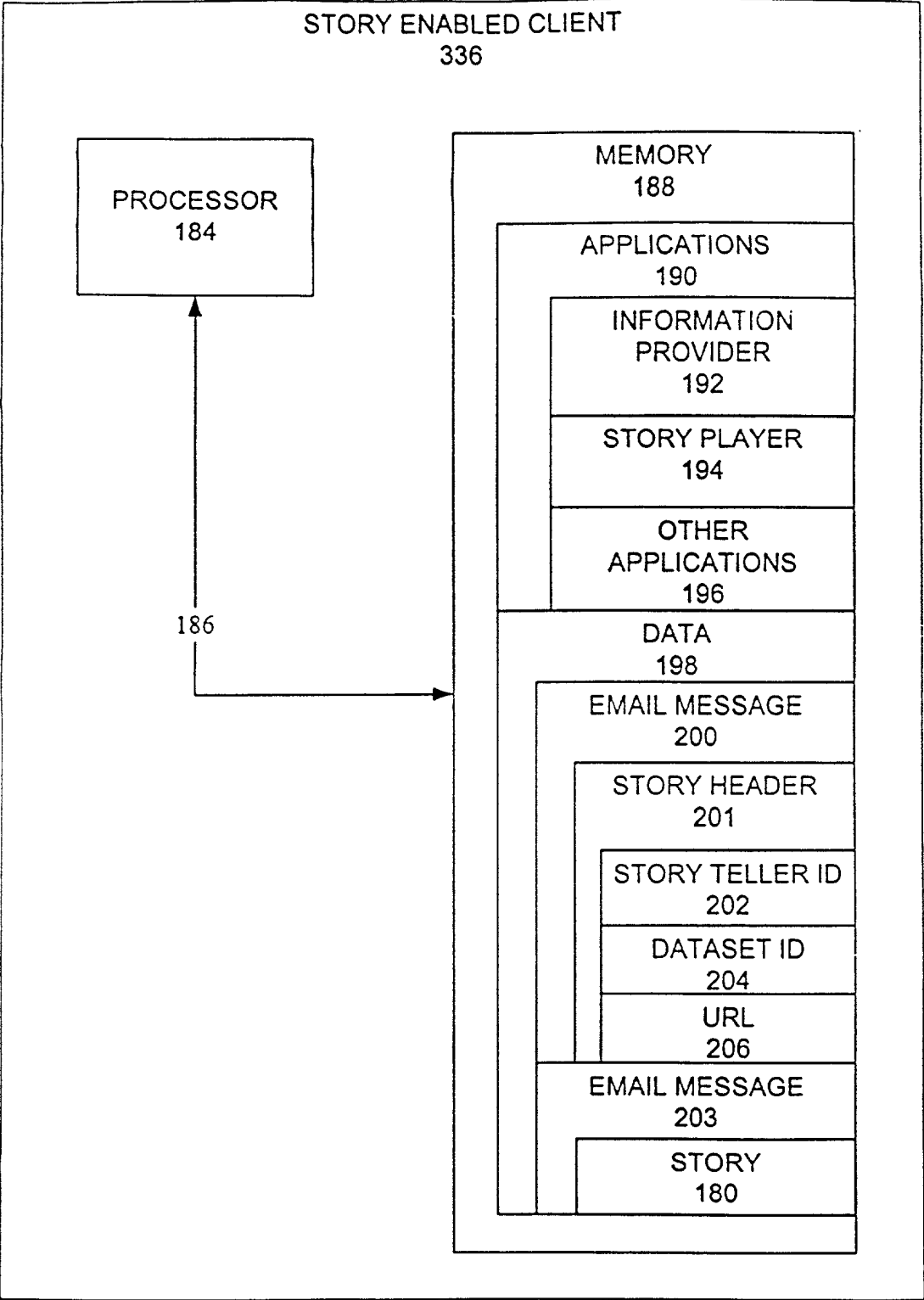


FIG. 5

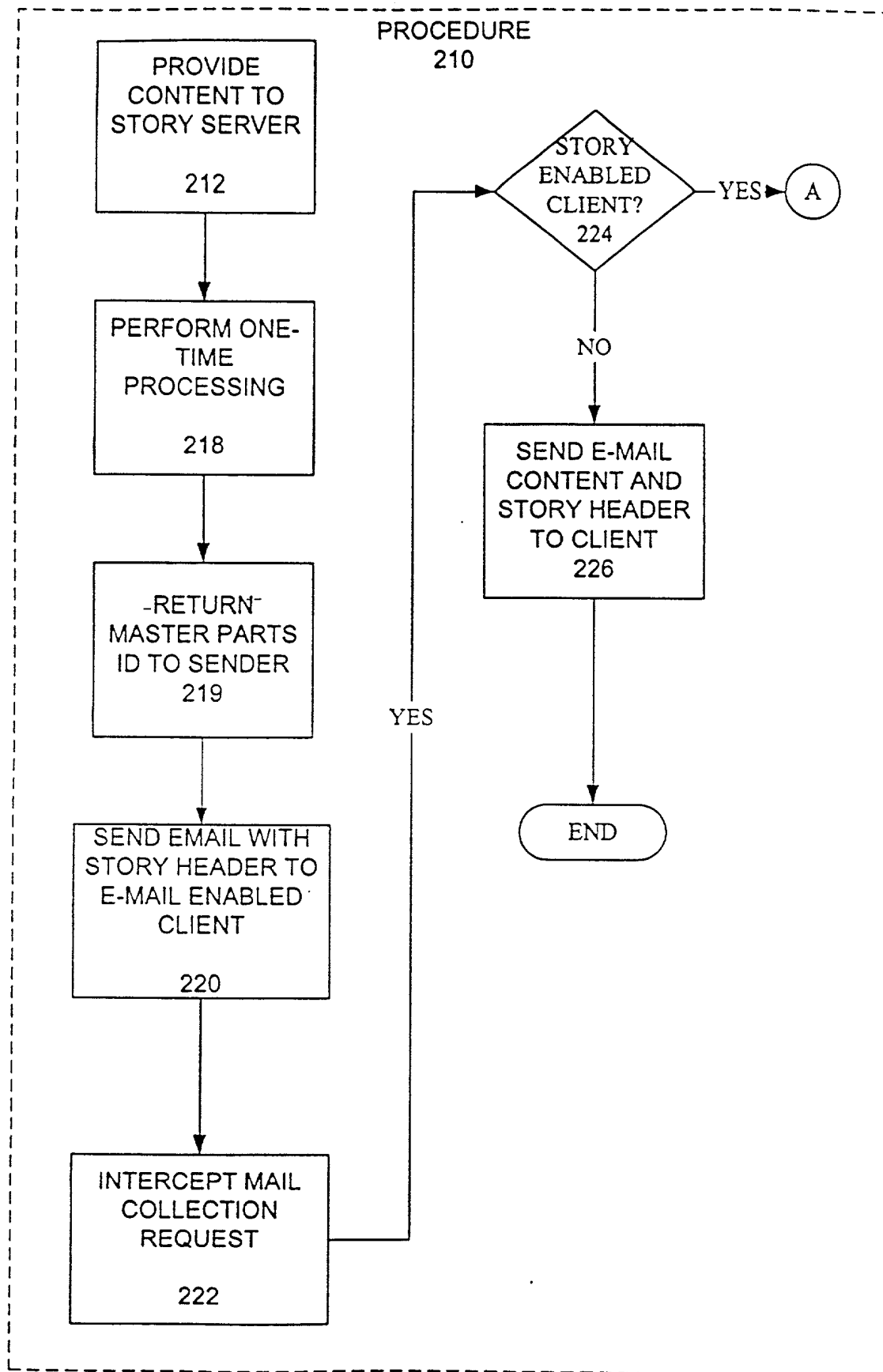


FIG. 6

PROCEDURE  
210

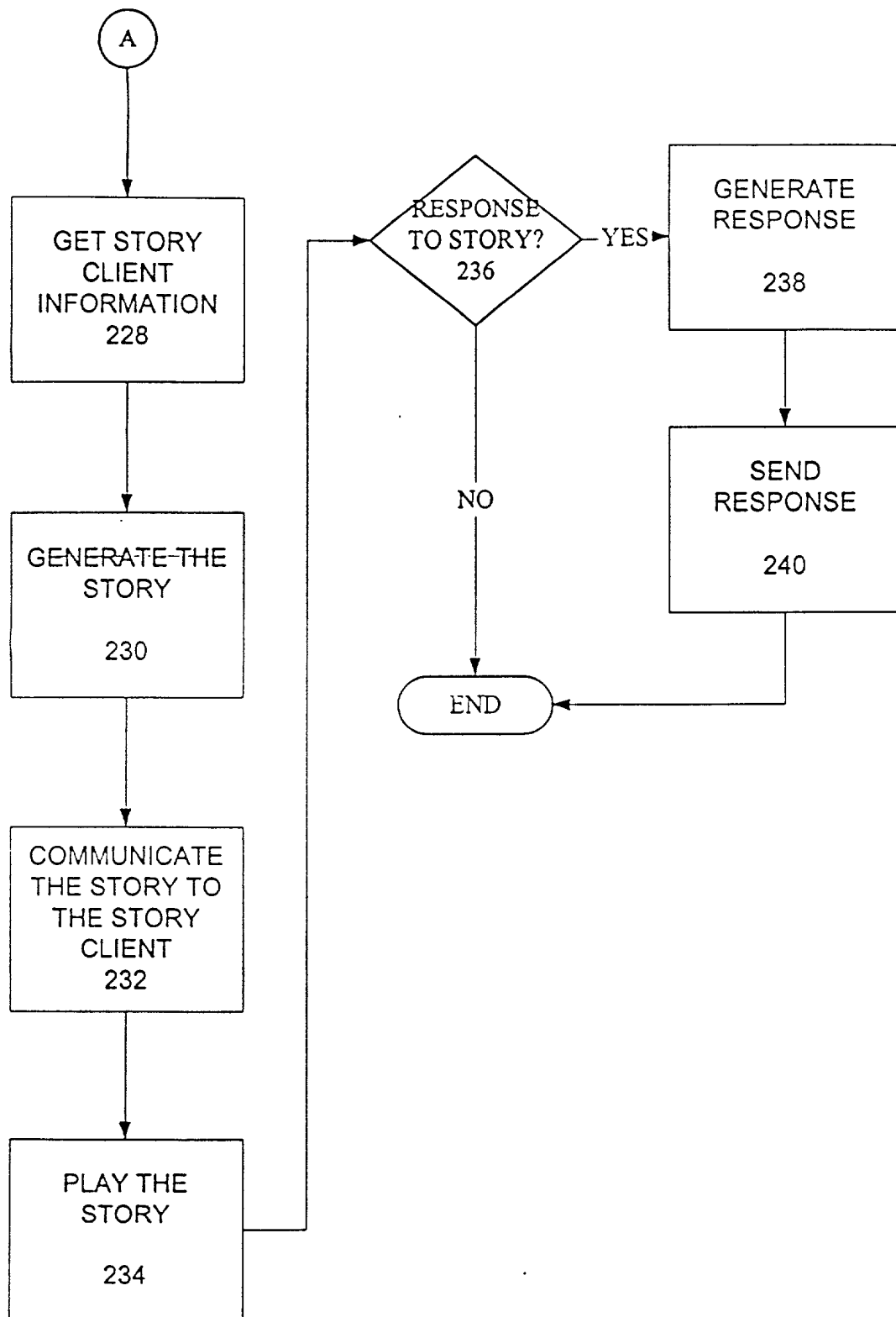


FIG. 7

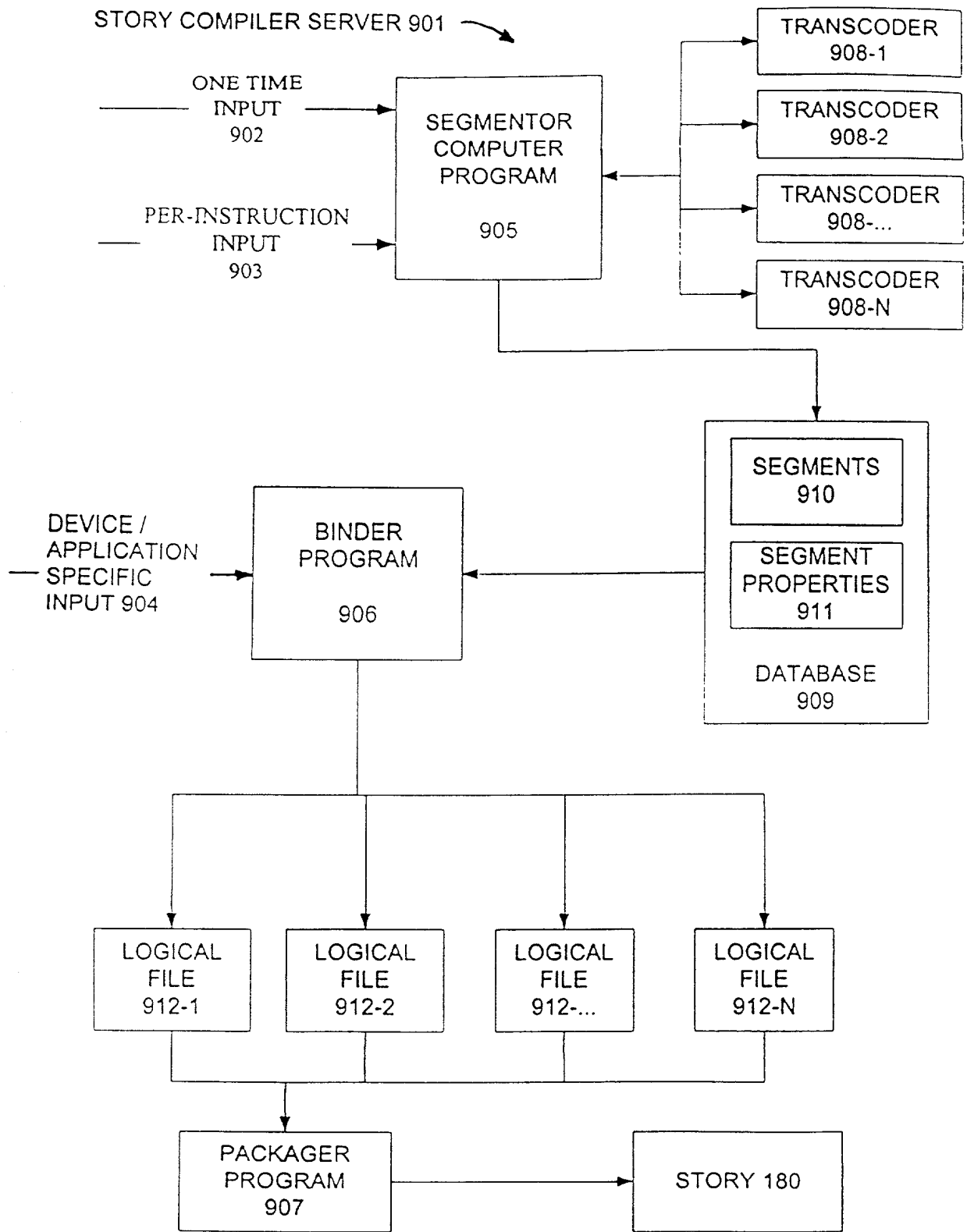


FIG. 8



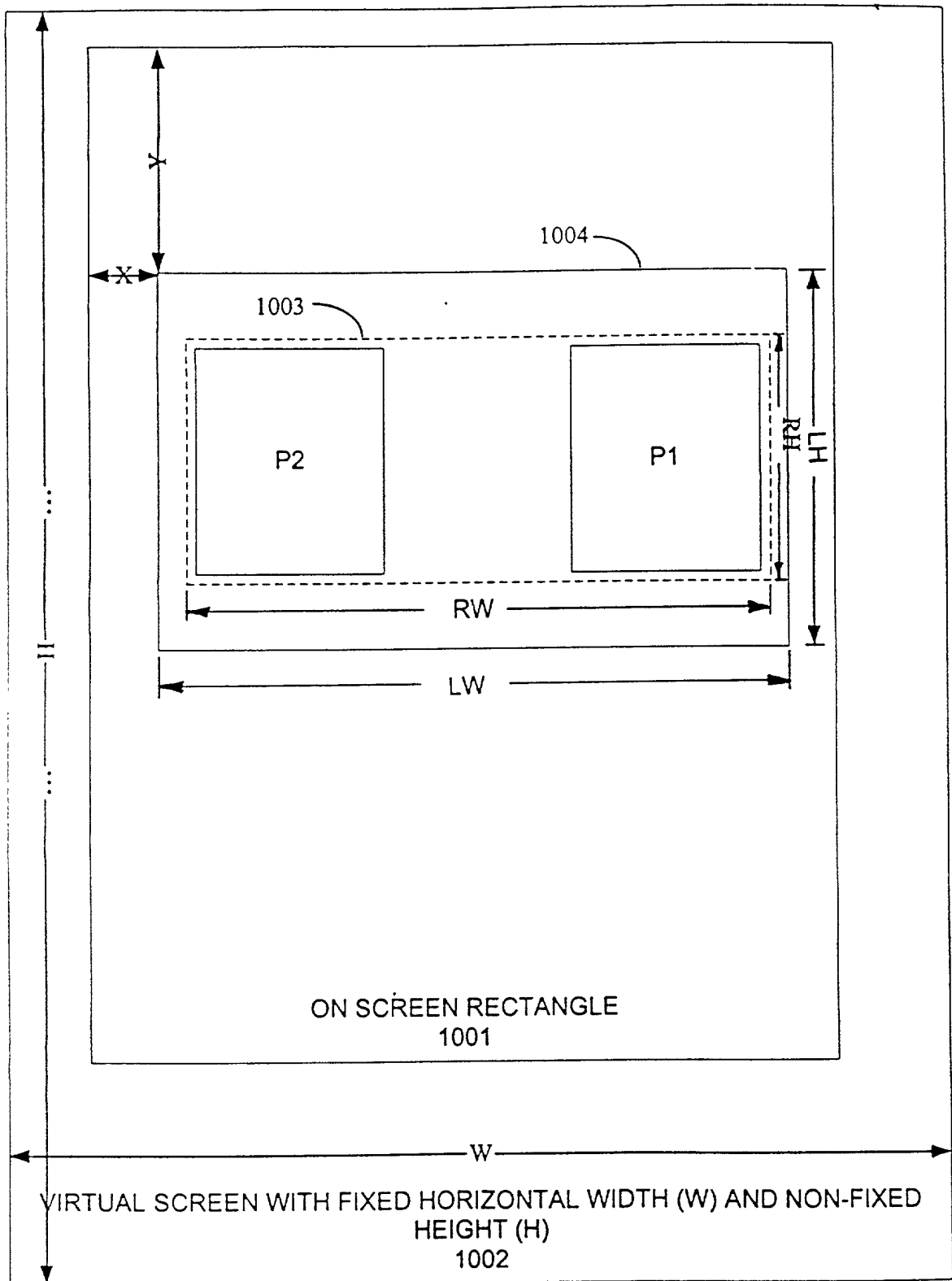


FIG. 9

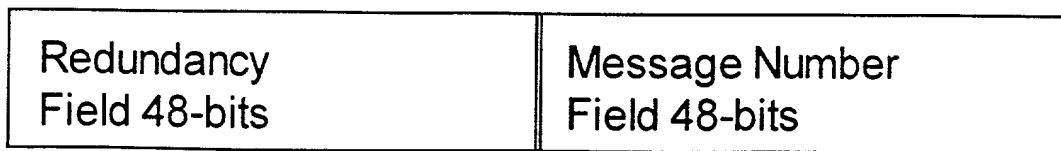


FIG. 10

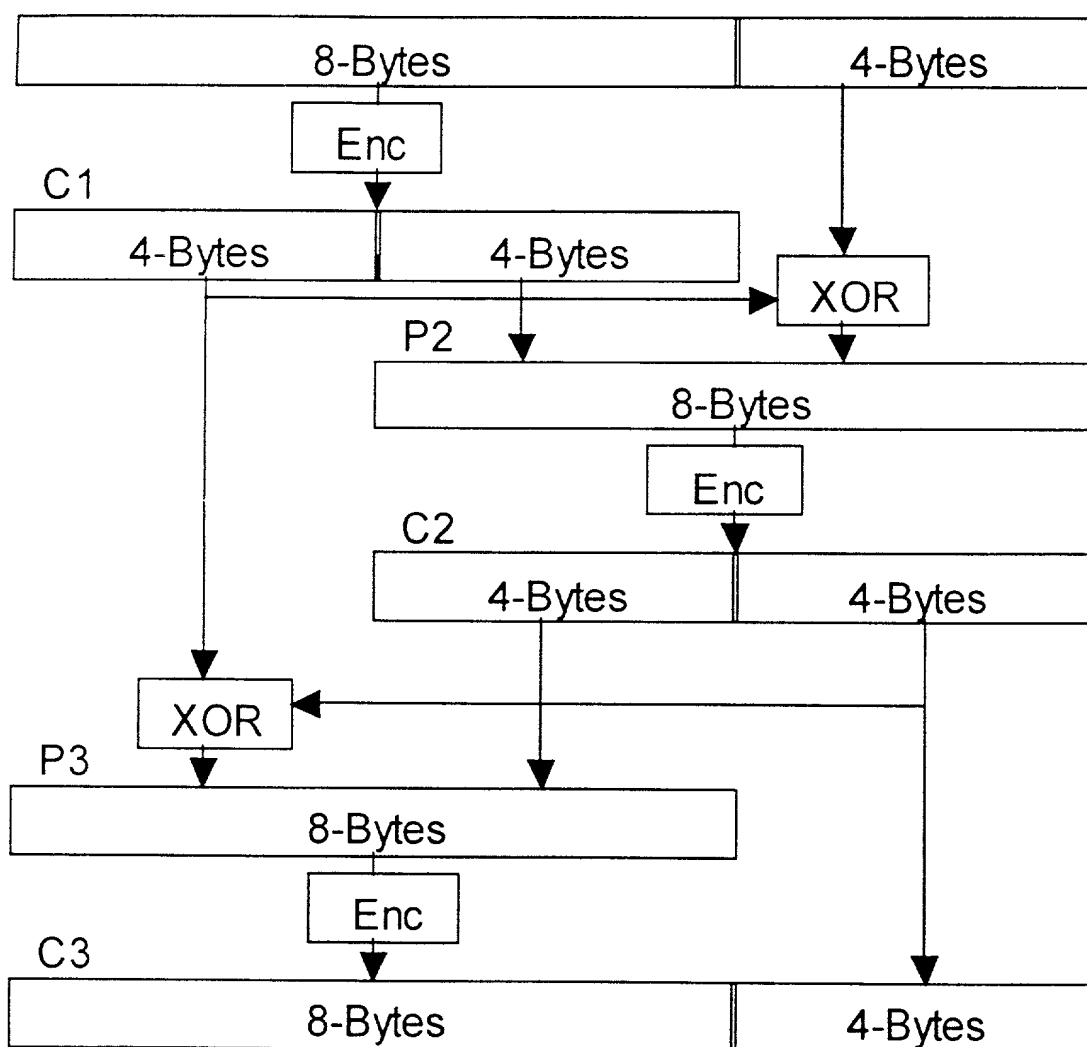


FIG. 11